

***Building Partnerships  
and Searching for Common  
Grounds for Consumer  
Empowerment***

**A Primer**

## *CARES means Consumer Action For Reforms In The Electricity Sector.*

CARES is the theme of the information, education and communication (IEC) program of the Philippines Climate Change Mitigation Program (PCCMP), in support of the passage and implementation of Republic Act 9136 or the Electric Power Industry Reform Act (EIRA) of 2001.

Since 1999, the PCCMP has supported efforts by government to pass energy sector policy reforms through legislation. At that time when congressional deliberations on pending legislation to restructure the power sector were ongoing, the PCCMP was instrumental in expanding the Department of Energy's capacity to intensify public awareness on the proposed elements of the pending bills and the basic elements of energy sector reforms. The PCCMP had always believed that one way of deepening the appreciation and mustering acceptance for any type of reform is to educate the nation. Now that the EIRA 2001 is in effect, CARES is our "battlecry" for continuing to inform, educate, and communicate to the public – the consumers – the issues and concerns as well as the benefits and costs of the reforms. The end-goal is to have an enlightened citizenry that will sustain reforms in the energy sector

The PCCMP cares about "CARES" because ...

Consumer education is basic. Consumer rights are inherent. In order to responsibly exercise these rights, information is key.

Government cares about CARES because ...

Consumer welfare protection is inherently good. It is for this reason that the Electric Power Industry Reform Act (EIRA) mandates both the Department of Energy (DOE) and the Energy Regulatory Commission (ERC) to heighten awareness on the issues and concerns surrounding the implementation of the Power Act and ensure that power sector restructuring will benefit the consumers.

CARES is an evolving idea - it is organic. PCCMP's goal is to facilitate the creation of an informed and responsible critical mass that will espouse continuing reforms in the electricity sector. CARES, therefore has the potential to be transformed into a movement, upon which concrete actions can emanate from the consumers who will safeguard the integrity and ensure benefits forthcoming from the reforms.

The reforms in the energy sector did not end when the EIRA 2001 was signed by President Gloria Macapagal Arroyo on June 26, 2001. On contrary, it marked the beginning of a new round of efforts to pursue the reforms. This time past legislative deliberation but in an arena where the recipients of the reforms become the guardians themselves - the watch dogs, for implementing the reforms. As enlightened "recipients", consumers must not only assert their rights but also take responsibility in fulfilling the intended goals of the reforms.

CARES is a vision that the PCCMP would like to foster and realize. It could very well be the vision of government for the consumers and that of the consumers themselves.

The PCCMP envisions a society of informed consumers who share responsibility in the development and implementation of policies. We believe that individually and collectively, the consumers are entitled and responsible for to take direct and positive action towards reform in the electricity sector – those that promote sustainable social and economic benefits and ensure consumer protection and welfare.

## *Promoting And Sustaining Government-Academic-Consumer Partnerships Towards "CARES"*

CARES is a mission that PCCMP would like to fulfill and a strategy that we are committed to undertake.

There are only benefits in seeking and establishing partnerships! In any task, partnerships expand the opportunities, they make constraints and issues more manageable, and they build trust among the affected parties.

The PCCMP believes that we can help in bringing about true partnerships among government and the stakeholders of the energy sector. For CARES to become reality, there is need to bridge three key players – government, the academe, and the consumers.

A partnership, first of all, between the government and the academic community, is a mutually beneficial opportunity: for the academe - to strengthen its role as instruments of reforms in society; and for government to enhance its network of development partners. PCCMP's mission is to build a government-academe network that will jointly promote consumer empowerment. This is not impossible, for we have already seen how this can easily work. Consider:

*PCCMP partnered with selected academic institutions nationwide to assist the Department of Energy (DOE) in disseminating information on the power sector reforms and in conducting the public consultations for the Electric Power Industry Reforms Act (EIRA) – Implementing Rules and Regulations or the IRRs, from September to October this year. The successful conduct of these events paved the way for what would be the beginnings of a long-term partnership between the DOE and the academic institutions.*

In order to ensure that this initial relationship flourishes, there is need: (1) to have follow-on activities that will keep the momentum going; (2) to institutionalize this partnership through a covenant, that will enable both government and the academe to make commitments - to stay proactive in implementing and introducing reforms in the electricity industry.

### *What is in store for CARES?*

The PCCMP will provide support to both the DOE and ERC in:

- (1) Strengthening their institutional capacity to pursue a consumer education and protection program by building their partnerships with the academic institutions; and
- (2) Facilitating collective and organized action by the non-government and non-industry sectors, i.e., the universities and schools, through their academic and extension programs, which will help to promote collective and organized consumers actions that will improve consumer welfare.

CARES was initially launched in a 2-day event last November:

Nov 7<sup>th</sup> – The academic institutions participated in the national consolidation workshop for the EIRA's IRRs at the AIM.

Nov 8<sup>th</sup> – A Round-table discussion on consumer activism and a strategic planning workshop was organized and participated by various academic institutions, where they discussed their vision and strategies for pursuing their own “consumer education programs” in support of the Power Act. This culminated in the signing of a “Consumer Activism Covenant” among the universities

During the Energy Week celebration from December 4-7, 2001, CARES will be re-launched via the signing of a Memorandum of Understanding (MOU) among DOE, ERC and interested academic institutions from key cities in the country. The MOU will bring to fruition the CARES Government-Academe Network.

PCCMP's hope for the CARES network is that it will jointly engage the consumers in education efforts; that the academic community conduct relevant technical and policy research and development studies on current and emerging issues in the electricity sector, as well as perform extension services for the government, industry participants, consumers and civil society; those that will promote sustained economic growth and development. Thus, by January next year, PCCMP hopes to organize a series of strategic and action planning workshops that will translate the MOU into specific and concrete activities, projects, and events to be implemented by the government-academe network in support of CARES.

Expanding this government-academe network is a further step we are looking forward to next year. With a government-academe partnership in place, the next step, which is a tripartite cooperation with consumer groups would not be far-fetched. By next year, the PCCMP would like to assist the government-academe network to organize a series of local and national level activities that will help:

- to strengthen awareness and appreciation by consumers on their rights and responsibilities in a restructured electric power industry; and
- to unify consumers and consumer groups to transform CARES from an idea into a national aspiration.

Hopefully, these activities will facilitate the creation of a tripartite network that promotes and sustains CARES.



For more information on CARES and the PCCMP, please contact:

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Chief of Party  
Philippines Climate Change Mitigation Program  
C/o PA Consulting Inc.  
3/F Department of Energy Building  
Energy Center, Meritt Road  
Fort Bonifacio, Taguig City, Metro Manila  
Tel/Fax No: 840-2184  
E-mail: [pa.consult@pccmp.com.ph](mailto:pa.consult@pccmp.com.ph)

# **MEMORANDUM OF UNDERSTANDING**

**AMONG**

**DEPARTMENT OF ENERGY  
ENERGY REGULATORY COMMISSION  
AND  
ANGELES UNIVERSITY FOUNDATION  
ASIAN INSTITUTE OF MANAGEMENT – WASHINGTON SYCIP POLICY CENTER  
ATENEO DE DAVAO UNIVERSITY  
ATENEO DE MANILA UNIVERSITY – CENTER FOR SOCIAL POLICY AND  
PUBLIC AFFAIRS  
ATENEO DE MANILA UNIVERSITY – SCHOOL OF GOVERNMENT  
ATENEO DE NAGA UNIVERSITY  
BAGUIO COLLEGES FOUNDATION  
BICOL UNIVERSITY  
DE LA SALLE UNIVERSITY – COLLEGE OF ENGINEERING  
FAR EASTERN UNIVERSITY  
JOSE RIZAL UNIVERSITY  
MAPUA INSTITUTE OF TECHNOLOGY – OFFICE OF RESEARCH AND COORDINATION  
MINDANAO STATE UNIVERSITY – ILIGAN INSTITUTE OF TECHNOLOGY  
UNIVERSITY OF SAN CARLOS  
UNIVERSITY OF SANTO TOMAS – SOCIAL RESEARCH CENTER  
UNIVERSITY OF THE EAST- FOUNDATION FOR RESEARCH AND ADVANCED STUDIES  
INCORPORATED  
UNIVERSITY OF THE PHILIPPINES – COLLEGE OF ENGINEERING  
UNIVERSITY OF THE PHILIPPINES –CENTER FOR POLICY AND EXECUTIVE  
DEVELOPMENT  
UNIVERSITY OF THE PHILIPPINES VISAYAS – TACLOBAN COLLEGE  
XAVIER UNIVERSITY**

This Memorandum of Understanding, herein referred to as MOU, is entered into and made among:

**DEPARTMENT OF ENERGY**, with address at Department of Energy Building, Energy Center, Merritt Road, Fort Bonifacio, Taguig City, Metro Manila, hereinafter referred to as the DOE, hereby represented by its Secretary, **HONORABLE VINCENT S. PEREZ, JR.**

**ENERGY REGULATORY COMMISSION**, with address at the 16/F Pacific Star Building, San Miguel Avenue, Ortigas Center, Pasig City, Manila, hereinafter referred to as ERC, hereby represented by its Chairperson, **ATTORNEY FE B. BARIN;**

and the following academic institutions:

ANGELES UNIVERSITY FOUNDATION, with address at McArthur Avenue, Angeles City, Pampanga, hereby represented by its President, MR. MA. LORETO A. CANLAS.;

ASIAN INSTITUTE OF MANAGEMENT - WASHINGTON SYCIP POLICY CENTER, with address at 103 Paseo de Roxas Street, Makati City hereby represented by its Executive Director, DR. FEDERICO M. MACARANAS;

ATENEO DE DAVAO UNIVERSITY, with address at Davao City 8000, hereby represented by its President, FR. EDMUNDO M. MARTINEZ, SJ;

ATENEO DE MANILA UNIVERSITY – CENTER FOR SOCIAL POLICY AND PUBLIC AFFAIRS, with address at Social Development Complex, Ateneo Campus, Katipunan Road, Loyola Heights, Quezon City 1005 hereby represented by its Director, FR. JOSE MAGADIA, SJ;

ATENEO DE MANILA UNIVERSITY – SCHOOL OF GOVERNMENT, with address at 4/F Ateneo Professional Schools, Rockwell Drive, Rockwell Center, Makati City, hereby represented by its Director, MS. HENEDINA RAZON-ABAD;

ATENEO DE NAGA UNIVERSITY, with address at Naga City 4400, Camarines Norte hereby represented by its President, FR. JOEL E. TABORA, SJ;

BAGUIO COLLEGES FOUNDATION, with address at Governor Pack Road, Baguio City, hereby represented by its President, DR. RICARDO P. PAMA;

BICOL UNIVERSITY, with address at Legazpi City, hereby represented by its President, MR. EMILIANO A. ABERIN;

DE LA SALLE UNIVERSITY – COLLEGE OF ENGINEERING, with address at Taft Avenue, Manila, hereby represented by its Dean, DR. JULIUS B. MARIDABLE;

FAR EASTERN UNIVERSITY, with address at Nicanor Reyes Street, Sampa'oc, Manila, hereby represented by its President, DR. EDILBERTO C. DE JESUS;

JOSE RIZAL UNIVERSITY, with address at 80 Shaw Boulevard, Mandaluyong City 1552, hereby represented by its Executive Vice-President and Vice-President for Academic Affairs, MR. VINCENT K. FABELLA;

MAPUA INSTITUTE OF TECHNOLOGY – OFFICE OF RESEARCH AND COORDINATION, with address at Muralla St, Intramuros, Manila, hereby represented by its Director, PROF. EDWIN C. OBRA;

MINDANAO STATE UNIVERSITY – ILIGAN INSTITUTE OF TECHNOLOGY, with address at Andres Bonifacio Avenue, Iligan City, hereby represented by its Chancellor, DR. MARCELO P. SALAZAR;

UNIVERSITY OF SAN CARLOS, with address at P. Del Rosario Street, Cebu City 6000, Cebu, hereby represented by its President, FR. FRANCISCO ESTEPA, SVD;

**UNIVERSITY OF SANTO TOMAS – SOCIAL RESEARCH CENTER**, with address at España St., Sampaloc, Manila, Philippines, hereby represented by its President, FR. TAMERLANE R. LANA O.P.;

**UNIVERSITY OF THE EAST- FOUNDATION FOR RESEARCH AND ADVANCED STUDIES INCORPORATED**, with address at Claro M. Recto Street, Manila, hereby represented by its Executive Director, ATTY. ANTONIO M. DE GUZMAN;

**UNIVERSITY OF THE PHILIPPINES – COLLEGE OF ENGINEERING**, with address at Diliman, Quezon City, hereby represented by its Dean, PROF. EDGARDO G. ATANACIO;

**UNIVERSITY OF THE PHILIPPINES – CENTER FOR POLICY AND EXECUTIVE DEVELOPMENT**, with address at Diliman, Quezon City, hereby represented by its Executive Director, PROF. JOSE P. TABBADA;

**UNIVERSITY OF THE PHILIPPINES VISAYAS - TACLOBAN COLLEGE**, with address at Tacloban City 6500, Leyte, hereby represented by its Dean, MS. MARIETA B. SUMAGAYSAY; and

**XAVIER UNIVERSITY**, with address at Coralles Avenue, Cagayan De Oro City, hereby represented by its President, FR. ANTONIO S. SAMSON, SJ.

hereinafter collectively referred to as the "Parties."

## **ARTICLE I AREAS OF COOPERATION**

In the true spirit of institutional cooperation, The DOE, ERC, and the above academic institutions, hereby agree:

1. To form a government-academe network that will promote and foster consumer empowerment in the restructured electric power industry;
2. To adopt and abide by the following respective roles:
  - a. Role of the government-academe network
  - b. Role of the academe
  - c. Role of the government
3. To undertake an action-planning workshop whereby the above roles of the government-academe network, government, and academe will be transformed into concrete projects and activities that aim to educate and protect electricity consumers;

## **ARTICLE 2 ARRANGEMENTS AND FUNDING**

In order to accomplish the activities envisaged under this MOU, representatives of the Parties shall correspond and/or meet regularly to negotiate and conclude project agreements and programs of cooperation, including their financing.

The financial arrangement relating to each project agreement and program of cooperation shall be according to the specific agreement covering each project or program.

## **ARTICLE 3 AMENDMENTS**

This MOU may be amended by mutual consent of the Parties.

## **ARTICLE 4 TERM OF AGREEMENT**

The term of this MOU shall be five (5) years, which may be renewed or extended, subject to the mutual consent of herein Parties.

DOE, ERC, and the academic institutions welcome the establishment of this Memorandum and jointly agree to the provisions as set out above.

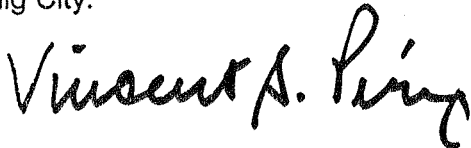


## ATTACHMENT TO MOU – ROLES OF THE NETWORK, THE GOVERNMENT & THE ACADEME

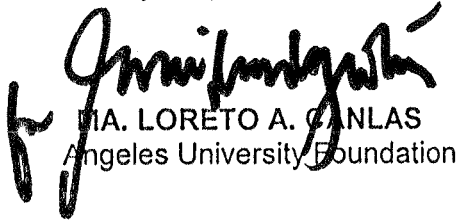
PARTIES	ROLES
Government-Academe Network	<ul style="list-style-type: none"> <li>▪ Define indicators as basis for monitoring and evaluation of the network, its members' performance, and the implementation of the Law</li> <li>▪ Monitor and evaluate the EIRA implementation to serve as basis for policy revision</li> <li>▪ Source and mobilize resources (volunteers, funds, etc.)</li> <li>▪ Network building and pruning</li> <li>▪ Inventory and sharing of expertise and resources</li> <li>▪ Link various stakeholders within and outside of the network</li> <li>▪ Intensify information, education, and communication (IEC) program on the Law</li> <li>▪ Make sure that area-based partner institutions "laymanize" and disseminate the language of the Law for increased outreach</li> <li>▪ Develop and maintain the integration of databases in support of policy-revision, project planning, monitoring &amp; evaluation</li> <li>▪ Build capability of its members</li> <li>▪ Identify, prioritize, and undertake research agenda and projects</li> <li>▪ Ensure the sustainability of projects undertaken</li> </ul>
Individual Academic Institutions	<ul style="list-style-type: none"> <li>▪ Propose, assist and/or undertake electric power industry- related research and development (R &amp; D) projects</li> <li>▪ Serve as venue and convenor for resolving problems, issues, needs, and concerns of the community on electric power industry</li> <li>▪ Organize local consumer "patrols or watchdogs"</li> <li>▪ Enrich curricula (formal and non-formal) to include issues/concerns on electric power industry reforms</li> <li>▪ Conduct information, education, and communication (IEC) programs</li> <li>▪ Develop the local indicators to be monitored, that are specific to the constituents/geographic coverage</li> <li>▪ Inventory and share information, resources, and facilities with other network members</li> </ul>
Government	<ul style="list-style-type: none"> <li>▪ Enforce and implement the EIRA</li> <li>▪ Provide the initial necessary support mechanism and/or resources for consumer empowerment in the electric power industry and to sustain it on a continuing basis</li> <li>▪ Provide inputs and support for reforms in the educational curricula</li> <li>▪ Provide the network members with access to data on the electric power industry</li> <li>▪ Solicit the assistance and support local academic institutions in implementing national/ regional projects</li> <li>▪ Provide opportunities to academic institutions for technology transfer and specialization of skills</li> </ul>

MEMORANDUM OF UNDERSTANDING AMONG THE DEPARTMENT OF ENERGY,  
ENERGY REGULATORY COMMISSION, AND VARIOUS ACADEMIC INSTITUTIONS  
TO CREATE A GOVERNMENT-ACADEME NETWORK THAT WILL PROMOTE  
AND FOSTER CONSUMER EMPOWERMENT IN REFORMING  
THE ELECTRIC POWER INDUSTRY

Signed on this \_\_\_\_\_ day of December at the Department of Energy, Fort Bonifacio,  
Taguig City.



VICENTE S. PEREZ, JR.  
Secretary, Department of Energy



MA. LORETO A. CANLAS  
Angeles University Foundation

EDMUNDO M. MARTINEZ, SJ  
Ateneo de Davao University

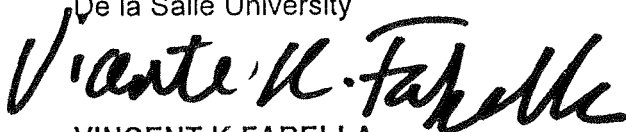
HENEDINA RAZON-ABAD  
Ateneo de Manila University  
School of Government



RICARDO PAMA  
Baguio Colleges Foundation



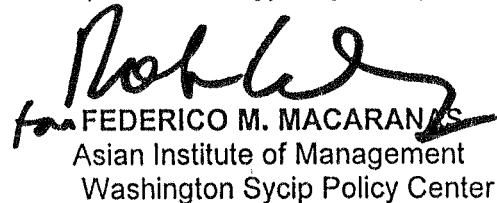
JULIUS B. MARIDABLE  
De la Salle University



VINCENT K. FABELLA  
Jose Rizal University



FE B. BARIN  
Chairperson, Energy Regulatory Board



FEDERICO M. MACARANAS  
Asian Institute of Management  
Washington Sycip Policy Center



JOSE MAGADA, SJ  
Ateneo de Manila University  
Center for Social Policy and Public Affairs



JOEL E. TABORA, SJ  
Ateneo de Naga University



EMILIANO A. ABERIN  
Bicol University

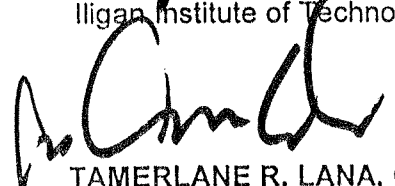
EDILBERTO C. DE JESUS  
Far Eastern University

EDWIN C. OBRA  
Mapua Institute of Technology



MARCELO P. SALAZAR  
Mindanao State University-  
Iligan Institute of Technology

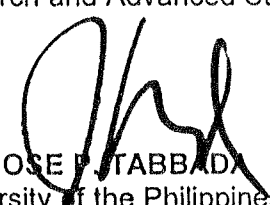
FRANCISCO ESTEPA, SVD  
University of San Carlos




TAMERLANE R. LANA, O.P.  
University of Santo Tomas

ANTONIO M. DE GUZMAN  
University of the East- Foundation  
for Research and Advanced Studies, Inc

EDGARDO G. ATANACIO  
University of the Philippines  
College of Engineering




JOSE P. TABBADA  
University of the Philippines  
Center for Policy and Executive Development



MARIETA B. SUMAGAYSAY  
University of the Philippines-Visayas  
Tacloban College

ANTONIO M. SAMSON, SJ  
Xavier University

WITNESSED BY



PATRICIA K. BUCKLES  
United States Agency for International Development

RENATO T. GOCO  
PA Consulting Group

## **COVENANT ON CONSUMER EMPOWERMENT ON THE ELECTRIC POWER INDUSTRY**

**WE, THE REPRESENTATIVES OF PARTICIPATING  
ACADEMIC INSTITUTIONS IN THE ROUND TABLE  
DISCUSSION AND STRATEGIC PLANNING WORKSHOP ON  
“PROMOTING AND SUSTAINING GOVERNMENT-  
ACADEMIC PARTNERSHIP TOWARDS CONSUMER ACTION  
FOR REFORMS IN THE ELECTRICITY SECTOR” HELD IN  
ASIAN INSTITUTE OF MANAGEMENT, MAKATI CITY ON  
NOVEMBER 8, 2001 AGREE THAT:**

**THERE IS A NEED TO ESTABLISH AND FORMALIZE A  
GOVERNMENT-ACADEMIC-CONSUMER PARTNERSHIP TO  
ENSURE THAT THE ELECTRIC POWER INDUSTRY REFORM  
ACT (R.A. 9136-2001) IS FAITHFULLY AND SUCCESSFULLY  
IMPLEMENTED;**

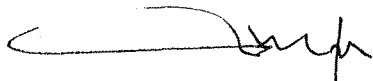
**THERE IS NEED FOR A GOVERNMENT-ACADEMIC-  
CONSUMER NETWORK THAT WILL PROMOTE AND  
FOSTER CONSUMER EMPOWERMENT ON ELECTRIC  
POWER INDUSTRY;**

**THE ROLES OF THE NETWORK, THE INDIVIDUAL  
ACADEMIC INSTITUTIONS AND THE GOVERNMENT ARE  
AS DESCRIBED IN THE ATTACHED DOCUMENT AND THAT  
THESE ROLES WERE AGREED UPON BY CONSENSUS OF  
THE GROUP; AND**

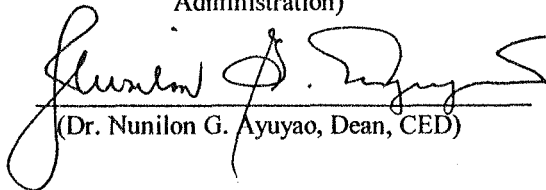
**UPON RETURNING TO OUR RESPECTIVE INSTITUTIONS,  
WE SHALL CONVINCE OUR RESPECTIVE INSTITUTIONS  
TO COMMIT TO THIS NETWORK AND DRAW UP AND  
IMPLEMENT CONCRETE ACTION PLANS ON CONSUMER  
EMPOWERMENT.**

Signed this 8<sup>th</sup> of November 2001 at the Asian Institute of Management, Makati City, Metro Manila, Philippines by:

**ANGELES UNIVERSITY FOUNDATION**

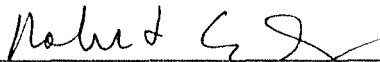


(Mr. Laureano C. Santos, Vice President for Administration)



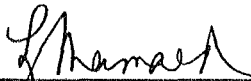
(Dr. Nunilon G. Ayuyao, Dean, CED)

**ASIAN INSTITUTE OF MANAGEMENT**




(Mr. Roberto N. Galang, Jr., Associate Director, Washington Sycip Policy Forum)

**ATENEO DE DAVAO**

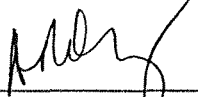


(Ms. Lourdes J. Mamaed, Executive Director, Center for Local Governance)



(Ms. Christine R. Omar, Project Officer, Center for Local Governance)

**ATENEO DE MANILA UNIVERSITY**



(Ms. Amihan R. Perez, Program Director)

**ATENEO DE NAGA**

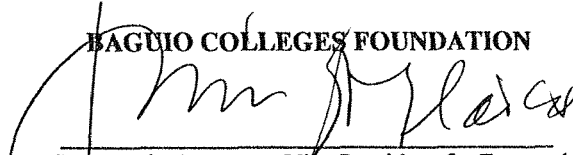


(Dr. Fred C. Fabay, Dean, Graduate School)

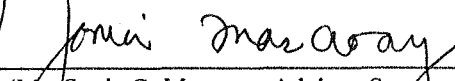


(Ms. Hazel U. Yater, Cluster Head, Economics, Graduate School)

**BAGUIO COLLEGES FOUNDATION**




(Ms. Sonia A. Daoas, Vice President for External Affairs)



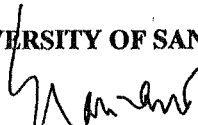
(Ms. Sonia G. Masaoay, Adviser, Supreme Student Government)

**MINDANAO STATE UNIVERSITY-  
ILIGAN INSTITUTE OF TECHNOLOGY**



(Dr. Remegio B. Gonzales, Dean, School of Engineering)

**UNIVERSITY OF SAN CARLOS**



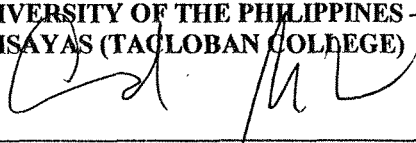
(Ms. Corazon G. Anzano, Administrative Assistant, Office of Research)

**UNIVERSITY OF THE EAST**

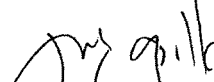


(Ms. Edith N. Romero, UE Foundation for Research and Advanced Studies, Inc.)

**UNIVERSITY OF THE PHILIPPINES -  
VISAYAS (TAGLOBAN COLLEGE)**



(Ms. Ladylyn L. Mangada, Chairman, Division of Social Sciences)

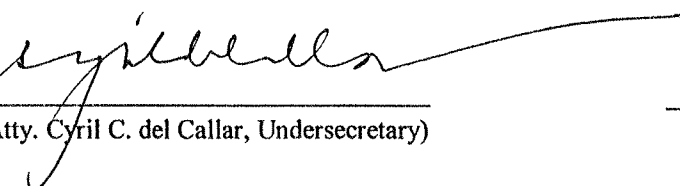


(Mr. Joseph Norman T. Jopillo, Instructor, Division of Social Sciences)

WITNESSED:

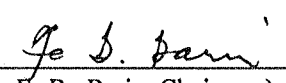
DEPARTMENT OF ENERGY

ENERGY REGULATORY COMMISSION

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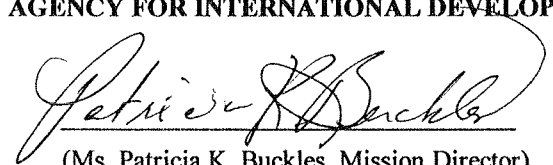
(Atty. Cyril C. del Callar, Undersecretary)

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(Atty. Fe B. Barin, Chairman)

U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT

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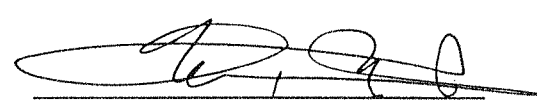
(Ms. Patricia K. Buckles, Mission Director)

NATIONAL ASSOCIATION  
OF ELECTRICITY CONSUMERS  
FOR REFORMS-Cebu

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(Mr. Rommel V. Cavada, Chairman)

LANAO POWER CONSUMERS FEDERATION

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(Dr. Melchora J. Ambalong, President)

**Promoting and Sustaining Government-Academic Partnership Towards “Consumer Action For Reforms in the Electricity Sector”**

TOPIC	Plenary Consensus
Role of Network	<ul style="list-style-type: none"> <li>▪ Define indicators as basis for monitoring and evaluation of the network, its members’ performance, and the implementation of the Law</li> <li>▪ Monitor and evaluate the EIRA implementation to serve as basis for policy revision</li> <li>▪ Source and mobilize resources (volunteers, funds, etc.)</li> <li>▪ Network building and pruning</li> <li>▪ Inventory and sharing of expertise and resources</li> <li>▪ Link various stakeholders within and outside of the network</li> <li>▪ Intensify information, education, and communication (IEC) program on the Law</li> <li>▪ Make sure that area-based partner institutions laymanize and disseminate the language of the Law for increased outreach</li> <li>▪ Develop and maintain the integration of databases in support of policy-revision, project planning, monitoring &amp; evaluation</li> <li>▪ Build capability of its members</li> <li>▪ Identify, prioritize, and undertake research agenda and projects</li> <li>▪ Ensure the sustainability of projects undertaken</li> </ul>
Role of Academe	<ul style="list-style-type: none"> <li>▪ Propose and assist/undertake electric power industry- related research and development (R &amp; D) projects</li> <li>▪ Serve as venue and convenor for resolving problems, issues, needs, and concerns of the community on electric power industry</li> <li>▪ Organize local consumer “patrols or watchdogs”</li> <li>▪ Enrich curricula (formal and non-formal) to include issues/concerns on electric power industry reforms</li> <li>▪ Conduct information, education, and communication (IEC) programs</li> <li>▪ Develop the local indicators to be monitored, that are specific to the constituents/geographic coverage</li> <li>▪ Inventory and share information, resources, and facilities with other network members</li> </ul>
Role of Government	<ul style="list-style-type: none"> <li>▪ Enforce and implement the EIRA</li> <li>▪ Provide the initial necessary support mechanism / resources for consumer empowerment in the EPI and to sustain it on a continuing basis</li> <li>▪ Provide inputs/support for reforms in the educational curricula</li> <li>▪ Provide access to EPI data to the network members</li> <li>▪ Support local academic institutions in implementing national/ regional projects</li> <li>▪ Provide opportunities to academic institutions for technology transfer and specialization of skills</li> </ul>

## Promoting and Sustaining Government-Academic Partnership Towards “Consumer Action For Reforms in the Electricity Sector”

### Roundtable Discussion on the Role of Academic Institutions in Consumer Education

Lead by Prof. J. Gavino, AIM

#### NOTES

- Why the academe can be instrumental players in consumer education:
  - Positive image/reputation → credible
  - competent
  - accessible
  - neutral; objective
- Experience of Academe in partnering with the DOE  
[EIRA-IRR Public Consultations – Evaluation]
  - “Wake up” call, that academe has a role to play in law-making
  - difficulty in coordination to effective implementation due to time and physical constraints
  - need for adjusting the level of government representations to public; methodology seems inappropriate to really make a good and effective impression
  - the collaboration provided a venue for government to utilize academic resources/network and for the academe to obtain funding for an activity they were interested in pursuing
- Constraints faced by academic institutions in pursuing worthwhile programs.
  - Shrinking budget; diminishing resources
  - Information needs of public are growing as issues affecting our daily lives increase
  - Need for simpler language, for common measures of understanding and analyzing issues and monitoring changes
- What are the realities/challenges in pursuing consumer education?
  - Consumers don’t really complain, when they do- it is a silent complaint
  - Problem in “vocabulary”- a. we have difficulty in verbalizing, translating, expressing into concrete, relevant, practical language our comments/concerns on issues that affect our lives. b. the analytical capability, even by those considered to be knowledgeable or equipped with communication skills (e.g. journalists, legislators are thin/shallow) The lack of depth in thinking results from a lack of framework, “a larger picture”. The result is that this leads to misinformation, sensationalized opposition to policies that are inherently good; and unfair judgment.



- What the academe can do:
  - Increase the level of public discussion and analysis of issues to one, which evaluates specific events against a larger context; academe can provide the accurate and proper framework.
  - Individual action by each player is not enough; government cannot do it alone.
  - The academe has specific challenges:
    1. To individually take action and within their own sphere of influence; and
    2. To build on each other's strengths and competencies and collectively take action
  - Specific activities may include:
    1. Research on: a. best practices and strengths of successful players and projects b. weaknesses of policy- learning from prior experience and focusing on finding out where things can improve
    2. Start making sense out of the data and communicating their practical meaning to the public
    3. Build your network with other schools and universities within your area to expand partnership.

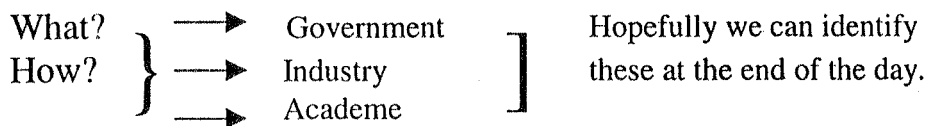
## Promoting and Sustaining Government-Academic Partnership Towards “Consumer Action For Reforms in the Electricity Sector”

### Background/Framework:

By Ray T. Goco, Chief of Party, PCCMP

- I. Needs of the Electric Power Industry - these are distinct yet common
  - Needs of government: consumer education  
technical assistance to resolve issues in the power sector
  - Needs of industry and end users: capacity building, increased knowledge and awareness
  - Needs of academe: to enrich its program and build its competency
- II. Roles/Experience of:
  - Government – information, education, communication
  - Industry – capacity building
  - Academe – research, education and extension services

### III. Commitments to sustain efforts



### Rationale:

1. Government needs the support of the academic institutions in IEC activities to educate and protect consumers.
2. Academic institutions possess the competency and resources to support government's efforts; they are accessible to those that need the knowledge.
3. Need to formalize the next steps that academe can take to individually or collectively support government for promoting consumer actions that will lead to implementation of reforms.

### Partnerships

There is an old Korean proverb: *Baek Jit Jang Do Mat Tul Myun Gah Byup Dah*, which translates to English as: “Even a sheet of paper seems lighter when two people lift it together”.

This proverb is about helping one another and working together. Even if the work may be easy and simple, as lifting a piece of paper, if you have someone to help. It would be easier.

Partnerships are becoming increasingly important because discovery, learning, and innovation can only rarely get on without them. They bring to the table participants with different expertise and resources, and a diversity of perspectives, the latter being critical to resolving complex, open-ended dilemmas.

*-Visions for Engineering Education  
by Joseph Bordogna  
Deputy Director, U.S. National  
Science Foundation  
Asian Infrastructure Research  
Review, May 2001 vol. 3 no.1*